

## ABSTRACT

A image display apparatus having a display unit composed of a plurality of pixels and a control unit for controlling the display unit. the image display apparatus further includes a DA converter for converting the digital display data into an analog image signal, wherein the DA converter is composed of a first DA converter and a second DA converter, the Power consumption when the first DA converter is operated being smaller than that when the second DA converter is operated, wherein the DA converter operates either of the first DA converter and the second DA converter according to the instruction from the control unit, and outputs the converted analog image signal to the display unit, and wherein the display unit changes the number of the independent display pixels of said display unit according to the instruction from the control, and displays according to the analog image signal.